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FLEISCHER'S ANIMATED NEWS

VOL. I, NO. 7

JUNE 1935.

10 CENTS.



"OKAY" SO IT'S MINE

With apologies to our erstwhile editor, Ted Vosk, may we paraphrase his parting line in the last issue "Okay, Roberta it's yours" to read "Okay, so it's mine. With some trepidation and great hopes we accept the challenge.

From time immemorial it has been the custom, when a publication changed hands or as in this case changes editors, for the new editor to make a statement of his or her policies, through the medium of the editorial. In writing this we are perhaps following the trite, though traditional practice. It's brevity may be its only virtue, but sincerity is the intent.

There are no radical or startling changes contemplated, either in policy or form of our present publication. Its form is flexible enough for expansion and continued progress. We have within our own organization enough talent to supply a dozen publications. It is our magazine and it is our concerted efforts that help make it a success.

It is hoped that those who have so generously contributed in the past, to its pages will continue to do so. The possibilities of the magazine are unlimited. We like to feel that we have the cooperation of you all, and that you will "Give this little girl a hand".

Roberta Whitehead



The Animated News Society Reporter scooped the Sanborn-Greene nuptials and we are happy for the opportunity of printing the report in our June issue, which is appropriate.

On Saturday, May 25, 1935, at 6 P.M. Miss Nellie Sanborn became the bride of Mr. Roy Greene. A few close friends of the bride and groom assembled at the Methodist Episcopal Church at 7th Avenue and 13th Street, Manhattan, at the appointed hour. Dame Nature arranged cloudless skies and a not too warm sun, "The Perfect Day," if ever there was one.

The bride was attended by her aunt, Mrs. Schofield. The groom had as best man Mr. Haussler. The denominational ceremony was read by Rev. Wallace MacMullen, with an impressive air of dignity and solemnity.

Of course no wedding reporting is complete without mention of what the bride wore. We can say she looked beautiful and every bit the bride. Her white ensemble was of exquisite taste and style. She carried an arm bouquet of pink roses and lavender sweet peas. Her matron of honor wore a contrasting old rose ensemble.

Immediately after the ceremony, the guests assembled in the chapel room to sign the "book". After the signing Nellie did a nice job of bouquet throwing from the staircase. The floral projectile landed in the surprised, though willing hands of Elizabeth Hirsch. If tradition holds true, she will be throwing the next one.

From this episode, the scene shifts to an exterior of the church on 13th Street, where the guests threw a barrage of rice on the bride and groom. Max Fleischer was thoughtful and brought his camera, thus enabling us to have this picture.

Paraphrasing Nellie in highly complimentary terms, seems like repeating what everyone already knows. Some see her as beautiful and gracious, others as true blue, loyal and loving. In fact, one might run the gamut of adjectives and still be right. To those who do not know the groom, let it be said, it would take some man to match the above qualifications, and we are sure that Roy Greene is that man.

Roy might be characterized as a straightforward, honest, let's just say --- "A regular guy," who belongs, if you know what we mean. He is connected with Chisholm and Chapman, Wall Street brokers. He is also a professional baseball umpire, and has functioned in that capacity in many of the major collegiate and semi-professional games. And those in the know, say the major leagues have their eyes on him.

The whole Studio wishes Mr. and Mrs. Roy Greene, a long, long, happy and prosperous married life.

TENTYPES

by Roberta



LILLIAN FRIEDMAN was born on April 12, 1912, in New York City. She is one of a family of six, four girls and two boys, thus giving a voting power of two to one in favor of girls. Three of the Friedman sextette are married. Up to the present writing she is a new aunt to a nephew - Nickey.

Lillian is best described in a word, petite. Physically she fits into the feminine side on an Adagio team, she weighs ninety-five pounds and is five feet tall, barefoot measurement. Her blue eyes and light brown hair make easy work for any poet to sonnetize.

Her childhood ambition was to be a school teacher but she apparently outgrew that, on her own admission confesses she has reached her ambition, an animator and it might be added here to her credit and that of the studio, she is the only woman animator in the business. It was in June, 1931, she came to the studio for an interview, was accepted as an inbetweenner. She had previously worked a year and a half for the Audio Cinema, the fact that she changed and came over to the Fleischer camp, intimates she has a sixth sense in picking winners. Perhaps her excellent schooling at Washington Irving High School, where she graduated had something to do with her perspicacity and ability.

Her hobbies might be placed in two categories - physical and intellectual. She is addicted to horseback riding and walking. The latter accomplishment undoubtedly a beneficial aid in case the event said horse should get ideas other than carrying the fair Lillian. Horses are like that. She also likes ocean swimming which is a good, clean sport, but doesn't fit in with horseback riding unless one considers sea horses. She lived at Coney Island for a time and had of course easy access to the beach.

Lillian likes the country but confesses she never met a cow, whether this is a fear or a hope is undetermined, we might suggest a cow meeting be arranged through several of our boys, who have a flair for throwing the cow's papa about without any regard for credulity of the innocent bystanders.

On the intellectual side, Lillian makes a hobby of writing. To date not submitted any storeies to our story department but this omission will soon be rectified. As to reading, she has no favorite type book or author, she has read "Bamby" by Felix Sauter - three or four times. Her favorite magazine is "Esquire". Her biggest thrills come from riding fast, either in a car or on a horse. But paradoxical as it seems got no thrill from airplane riding.

She has not yet experienced her most embarrassing moment unless it is when someone questions her dog "Popeye's" ancestry. Her favorite food is hamburger with or without benefit of mustard. For drink, other than water, she prefers Scotch - (Cutty Sark Distilleries, please write). Naturally, being blue-eyed, she prefers blue as a color, but seldom feels that way. Her favorite flower is the violet, her nature partakes somewhat of the floral characteristics, the cornflower also ranks high in her estimation. As to her pet peeve she confesses none. Her favorite expression is shucks and nuts or nutz. The latter spelled either way, but effective when she says it.

She has no decided inhibitions, her likes and dislikes are not violent. She has a yen for good jewelry, wears it in moderation. This last birthday brought several pieces. The garnet is her favorite stone. She likes all animals but horses and dogs hold first place. Also pictures of deer hold an affection.

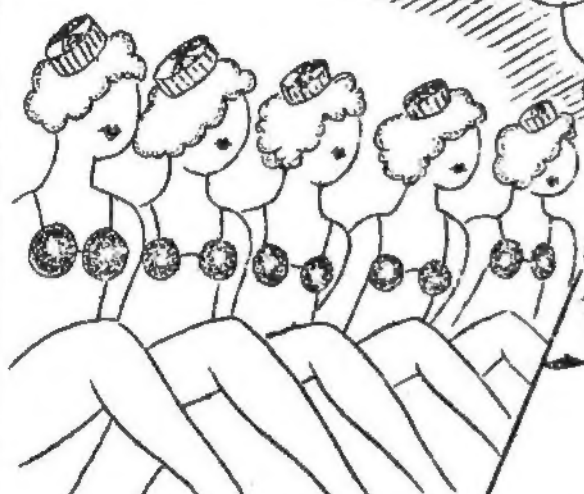
Her own admission reveals she sleeps on her "tummy", wears a robe de nuit (nightgown to you) and sleeps alone or sometimes with Popeye, the afore-mentioned dog. Gets ecstatic over lounging pyjamas, likes Chesterfields because "they satisfy" and hates thunder and lightning, because they do not.

If experience helped



GIGOLOS WOULD MAKE CAPABLE INKERS - AS THEY USUALLY HAVE A GOOD LINE!

CHINESE WOULD MAKE GOOD BACKGROUND ARTISTS - AS THEY'RE USED TO HANDLING WASHES!



CHORUS GIRLS COULD BECOME ANIMATORS 'CAUSE THEY SURE HAVE SMOOTH ACTION!



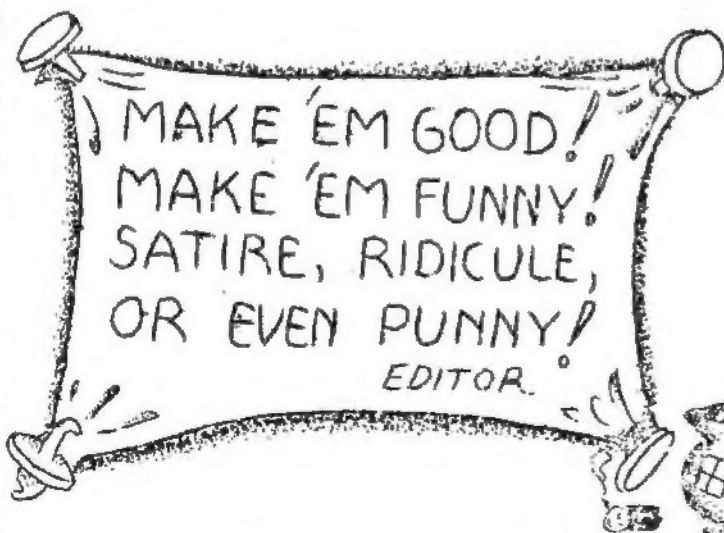
NOAH WOULD MAKE A GOOD INBETWEENER - AS HE KEPT ON THE "ARK"!

HARRY LAMPER



SEEGARTOONS

FOR THE PAPER GIVE ROBERTA ALL YA' GOT!
 SUMP'N FUNNY---"KEEP IT KLEEN"--BUT MAKE IT HOT.
 TO GET STUFF IN THE PAPER AIN'T A JOB.....
 "KEEP IT KLEEN"---DON'T BE A SLOB!
 "KEEP IT KLEEN" BUT WHY?? I ASKED SAM!!!
 "WELL,--ER--A--'CAUSE I YAM 'KOT'I YAM!!!



WHEN SUBMITTING DRAWINGS FOR THE PAPER, EACH DRAWING SHOULD BE MADE
 ALWAYS USE A PENCIL. ON AN ANIMATION SHEET.
 IT MAKES IT SO MUCH EASIER, LEAVE A HALF INCH ON EACH SIDE
 TO TRACE IT ON THE STENCIL. FER TH' LUVVA PETE.

"KEEP IT KLEEN!" DON'T FORGET!
 OR YOU'LL HEAR FROM SAM YOU CAN BET!





BETTY BOOP'S
FASHION SHOW
— o o o —
AFTERNOON ~
~ DRESS

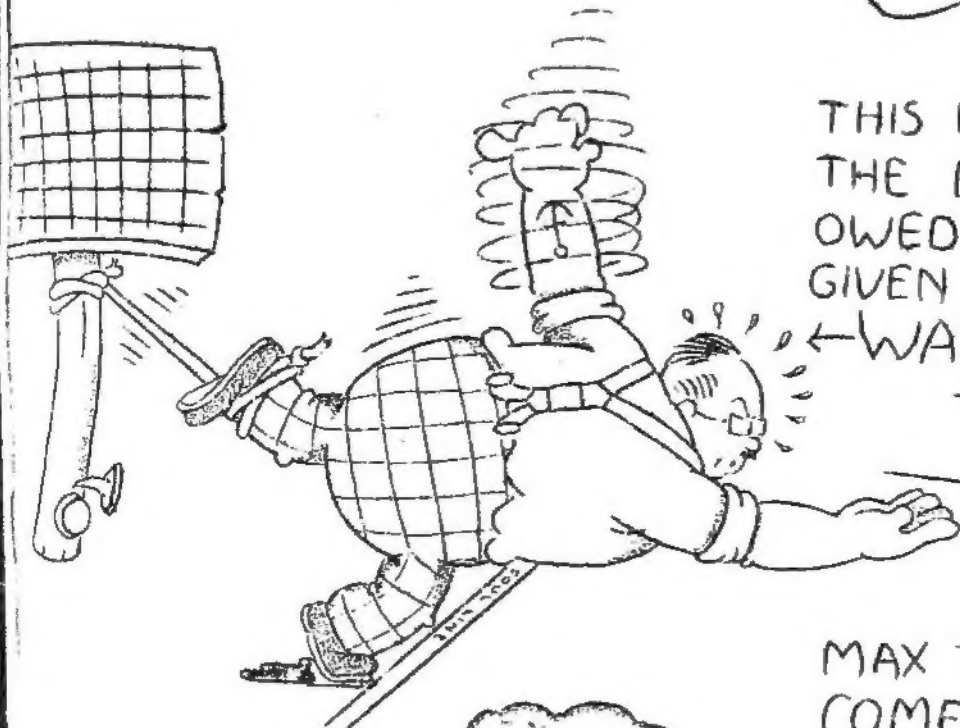
Marjorie M. A. Stone

HA-LVES OF THE MONTH

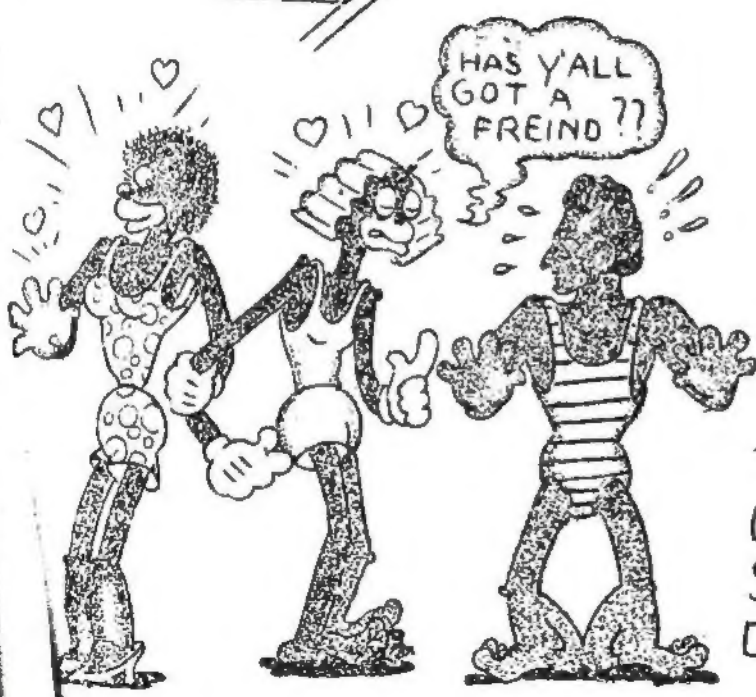
by
HAL SEEGER



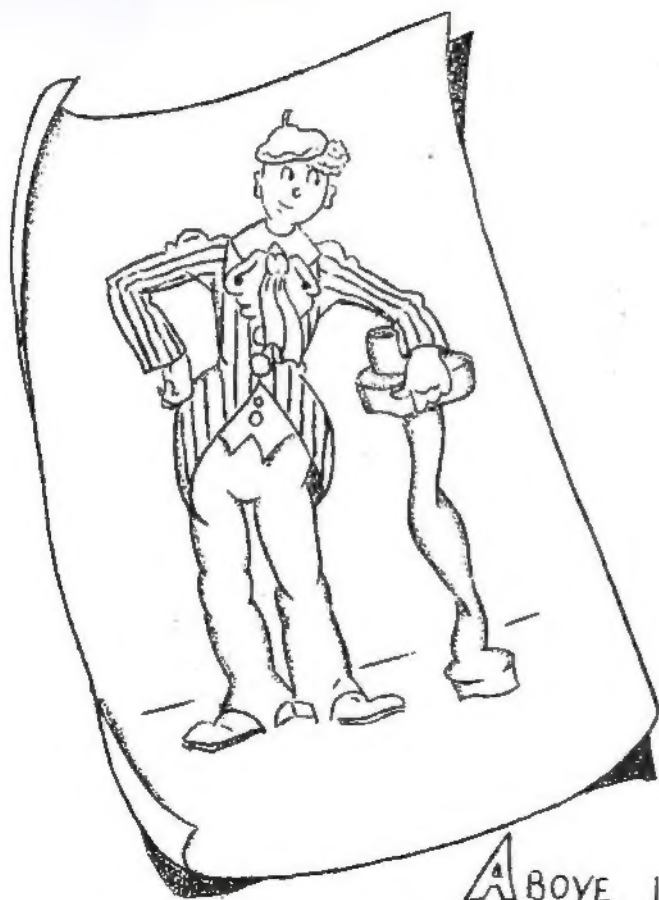
THIS IS NO FISH STORY!
THE BONE EDITH SWALL-
OWED AT THE LUNCHEON
GIVEN FOR NELLY —
← WAS THIS BIG! →



MAX TRYING TO OVER-
COME THE FOUL LINE
HAZARD AT THE FINAL
MEETING OF THE —
BOWLING CLUB !!



THE RESULT OF —
LENARD KESTER'S DAILY
SUNBATH ON THE ROOF
DURING LUNCH HOUR!

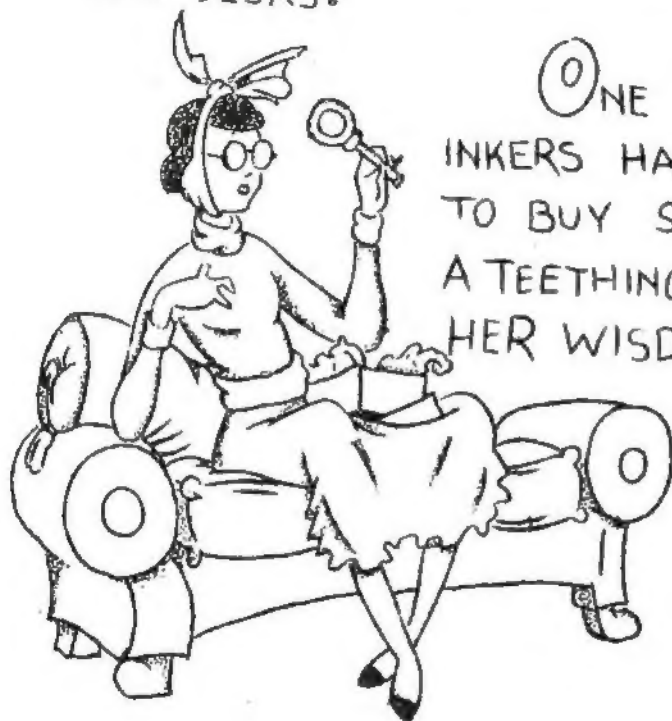


ABOVE IS A
SUGGESTION FOR
A UNIFORM TO GO WITH OUR
NEW DESKS.



WHICH FEMALE INKER
IS ALWAYS WEARING A
CORSAGE OF ROSES?

"PS-ST! WANNA
BUY A CHAIN
LETTER?"



ONE OF OUR
INKERS HAS PROMISED
TO BUY SYDEL SOLOMON
A TEETHING RING FOR
HER WISDOM TEETH.

JACK RUBIN

YOO-HOO MR. RIPLEY!

By Saul Kessler.



Not long ago, the spinach growers and canners were all on Home Relief and wearing patches, now look at em (you look, I can't bear the sight of so much affluence.) Now they are sitting pretty, why? Because Fleischer Studios has made the world safe for Popeye and spinach.

The mothers of the world, until recently were growing bald tearing their hair because junior refused to eat spinach and now thanks to Max, Dave, Izzy and Jake Ozarkowitz, they see Popeye twice a week in order that Junior should be spinach conscious.

Since the advent of Popeye cartoons the growth, distribution and sales of spinach has increased 72% over the average rainfall in Valparaiso during 1932.

Italy recently had a serious uprising because of a shortage of the succulent green, Il Duce tried to save the situation by substituting seaweed and narrowly escaped with one of his nine lives. Strange the power of a Popeye cartoon.

The Chamber of Commerce in Walla Walla threw a dinner recently for Gus Leiderkranz, inventor of chocolate-covered spinach. Is there no limit to human ingenuity? Now the world is eating spinach sandwiches, spinach frappos, spinach cones, and spinach lollypops are all the rage, children cry for them picturing the huge "muskles" of Popeye when he inhales the spinach.

It remained for Oscar of the Waldorf to achieve the crowning gory (never mind, let it go) - a spinach cocktail. Whatta cocktail!

When spinach gets sort of monotonous, Max can have dear old Popeye eating tripe, and the mind simply staggers at the possibilities, and after tripe, he can start on tapioca, horse-radish or corn meal mush.

By golly, I've stumbled on a means for ending the depression. Well, Max and I are going to Washington to see President Roosevelt and ask Congress to make Popeye the symbol for recovery instead of the Blue Eagle.

Coming to think of it - Wimpy has increased the sales of hamburgers -- "Say you! Lissen I aint crazy -- waddya want to put that straight-jacket on me for?"

"AMONG US OPAQUERS"

WHATCHA DOIN?
BLAH
BLAH

GEE YER
SWELL

HOW'S
ABOUT
A GAME
OF
BASEBALL

FRANK
PAIKER

"THE
BOSS"

ACTION PICTURE
OF "FLO"
KRAEMER
"INKING"
(OH YEAH)

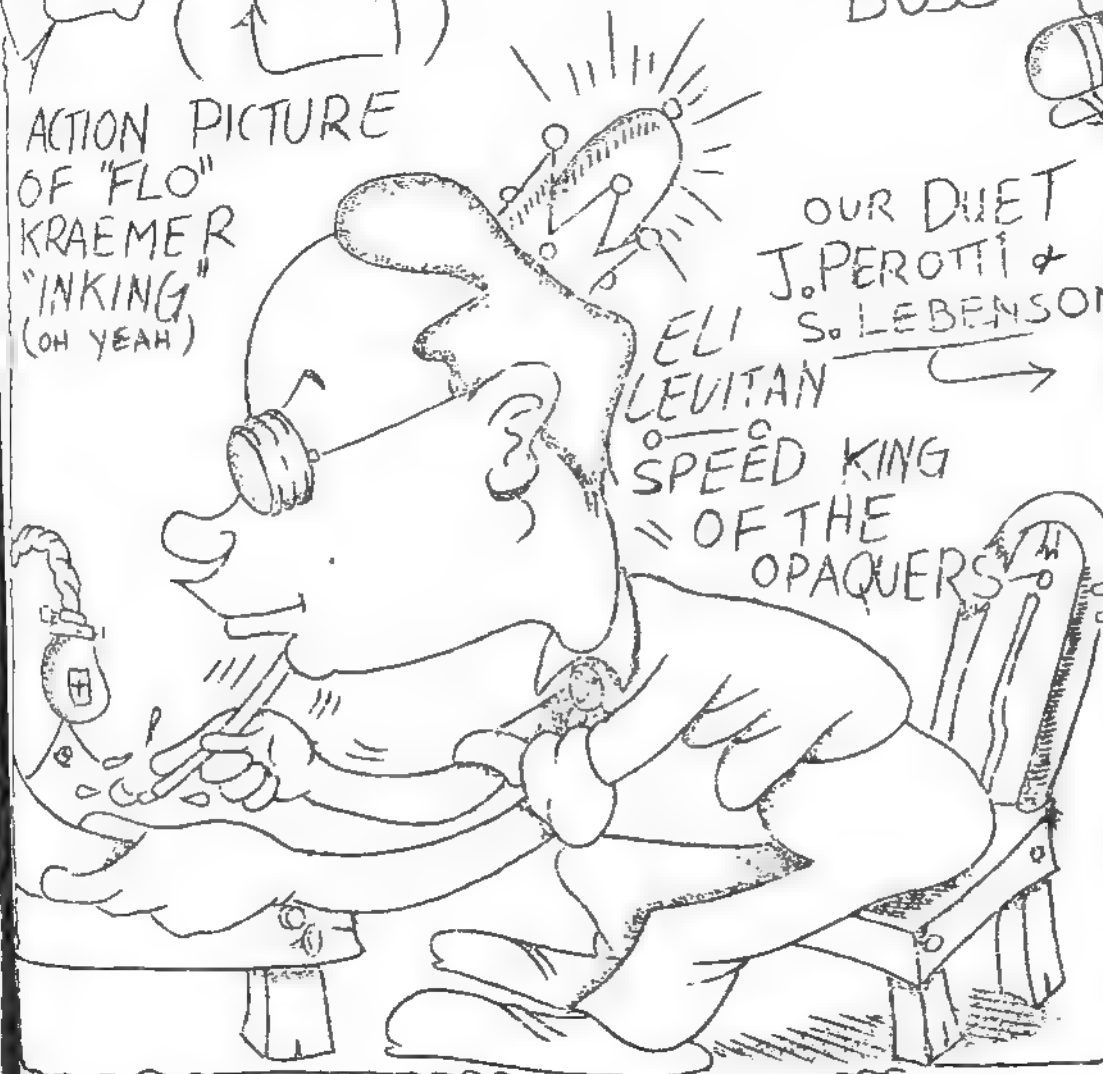
OUR DUET
J. PEROTTI &
S. LEBENSON

ELI
LEVITAN
SPEED KING
OF THE
OPAQUERS



THE
END-O

MILTON
NADEL



AN INKER'S LAMENT.

I find some things so hard to get,
Like trying to choose a canine pet,
Or getting the "tops" in a Knox creation,
To match a Saks divine sensation.

But one thing I would most adore,
Is a pen from some exclusive store,
The kind that draws a smooth clean line,
Without needing ink from time to time.

Sydel Solomon

TO HAL.

We have a young chap named Hal Seeger,
The facts concerning him's meagre,
But we all want to know,
What he does to make grow,
Those feet that get beeger and beeger?

Roberta Whitehead

AND NO WONDER.

She walked in the room, and all was serene,
They all were so busy on their own little scene,
When five minutes later they fell on the floor,
All deader than door nails - and never no more
Will they work, sing, or dance, for what killed 'em you see,
Was, "Hey take a chance on a raffle from me."

Edith Vernick

THESE BAGS ARE MINE !!
 UNDERSTAND ?? THEY WERE
 GIVEN TO ME BY "THE FLEISCHER
 STUDIO GANG" — AND I LIKE 'EM!



ABOVE PICTURE SHOWS HOW MUCH NELLY VALUES HER
 TRAVELING BAGS AND SHE WISHES TO THANK EVERYONE
 FOR THEIR SHARE IN CONTRIBUTING TO HER HAPPINESS.

don figlozzi's

PREVIEWS...

POPEYE
IN
"CHOOSE YA WEPPINS"

ANIMATION BY:

Dave Tendlar...Geo. Germanetti
Sam Stimson....Nick Tafuri
Bill Sturm

SCENARIO BY:

Dave Fleischer and
Izzy Sparber

To you and you and you, in the studio, this picture was known as "PAWN SHOP". Wimpy (believe it or not) plays the role of a police officer. He has arrested a very dignified looking man known as the Baron, who, unknown to Wimpy has slipped out of his handcuffs.

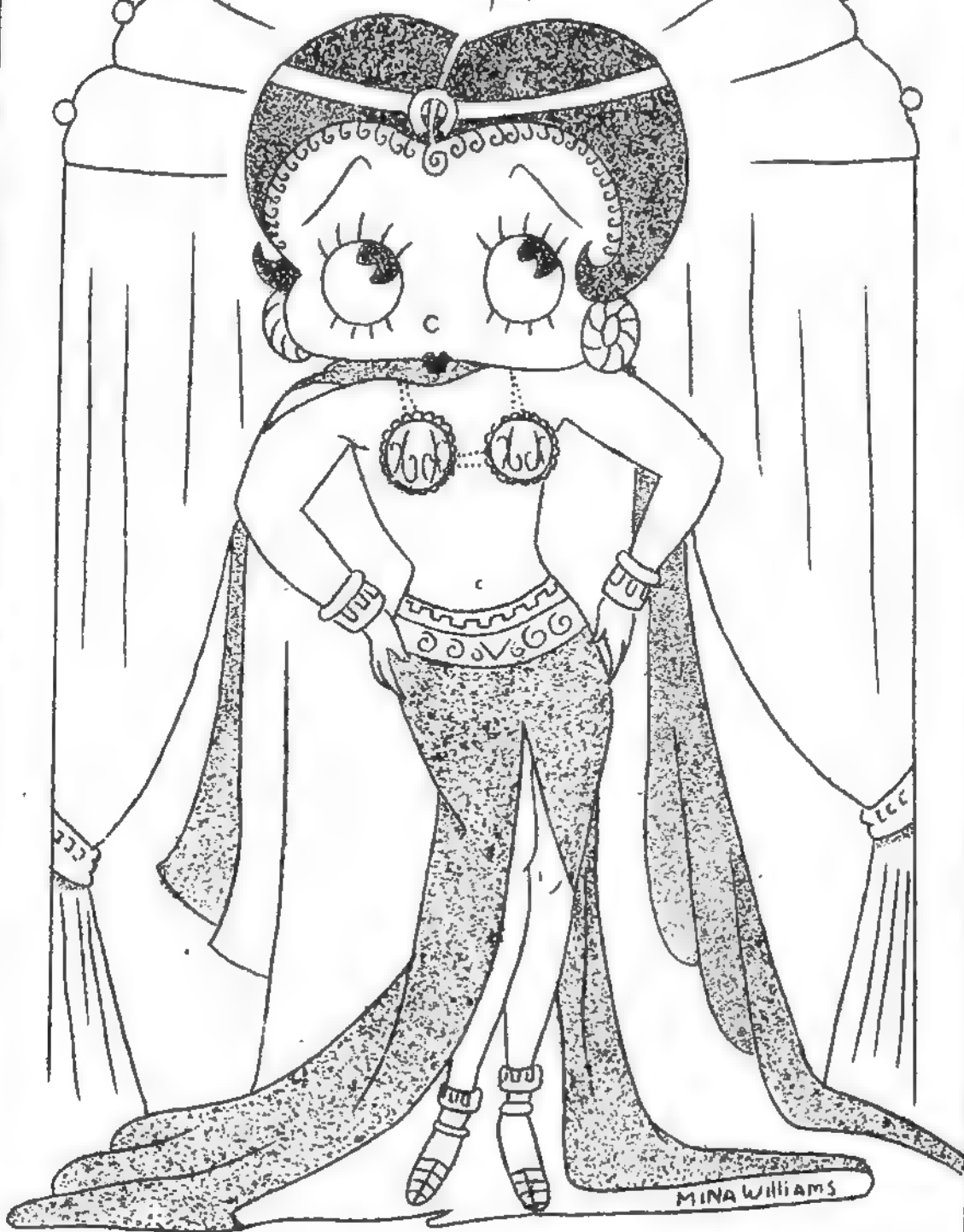
In the following scenes, the Baron decides to continue his nefarious career in Popeye's loan establishment (hock shop to you) by attempting to pawn a box of knives that he has just stolen from the counter. In his anxiety to show how good they are he proceeds to throw them around the shop, which of course causes Popeye to show that he too can do something with the ol' rib ticklers. This in turn ends up in the usual fight, but this time it's a "dool" and wotta "dool"... they chop up everything in sight, cutting up a clock, the way your Aunt Minnie slices salami...

After giving the Baron a swell trimming (including haircut, no kiddin) Popeye sends him right back to Wimpy, without a bounce...making this the end of the Baron and our story, which could have run for five more reels, that's how swell it was.

DEPARTMENT NEWS

The reason, as many of you probably know, for all the desk moving etc. in and about the various animation groups, is due to the formation of new groups, and expansion of the department to proportions far exceeding any other in the industry. To date the newest group, headed by Tom Johnson is comprised of Tex Hastings, Saul Kessler and Don Figlozzi. Dave Tendlar heads the group of Nick Tafuri, Bill Sturm, Eli Brucker, Harold Walker and Graham Place. Willard Bowsky has Ed Nolan, George Germanetti, Orry Calpini and Lod Rossner. Myron Waldman will captain Hix Lokey, Sammy Stimson, Horman Cohen, Lillian Friedman, Frank Endres and Ted Vosk. Seymour Kneitel continues with Doc Crandall, William Henning, Dave Hoffman, and Abner Kneitel. I think that just about covers all our animation groups. Of course as this is subject to change without notice, if I've slighted anyone fo'give me m'lads, fo'give me.

Betty Boop ^{thru the} Ages



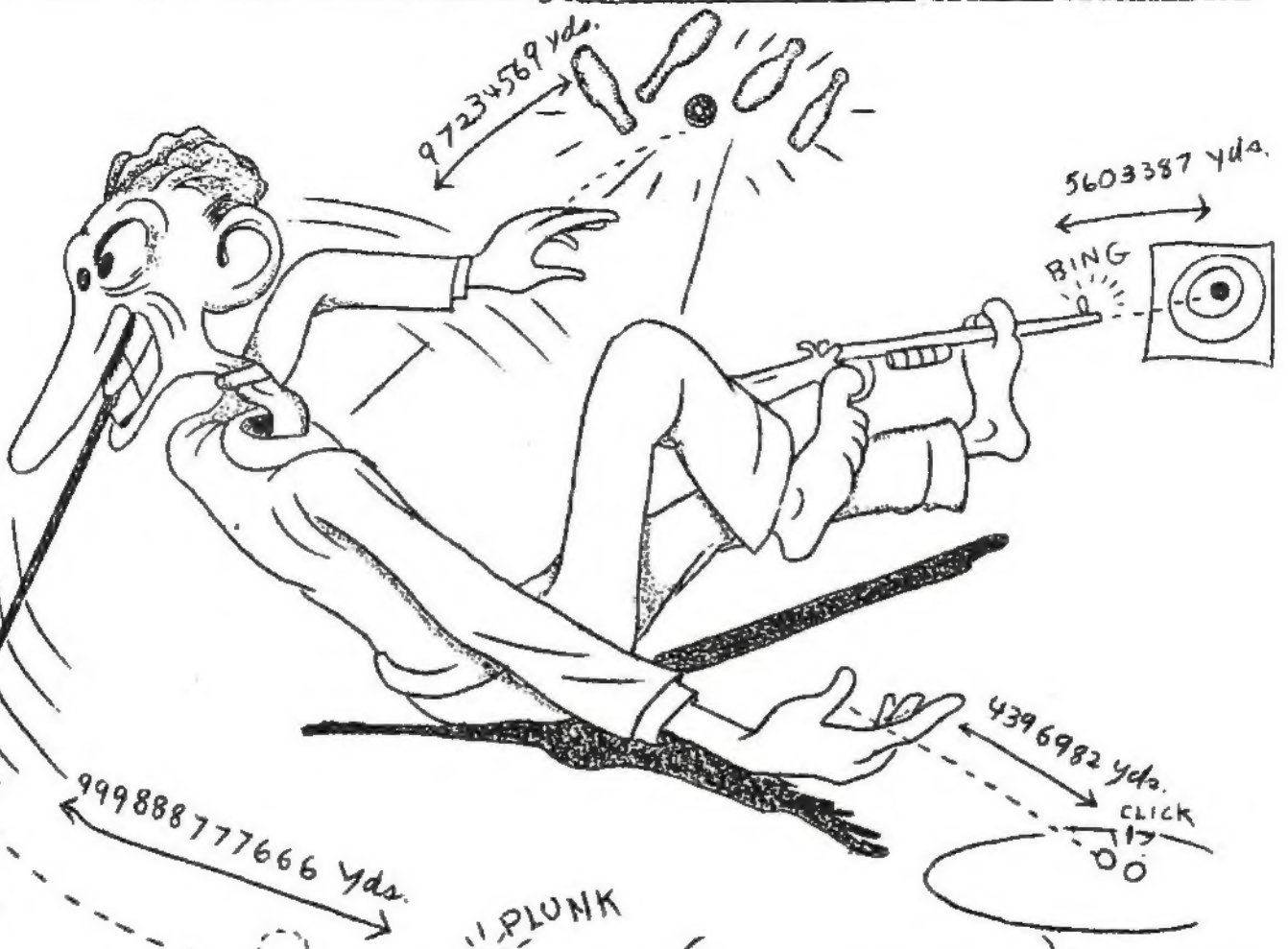
Cleopatra

The pause that refreshes



enjoy a

Checkola



PHIL (NO EXAGGERATION) LIPINSKY.

DOWN THE STUDIO LANE

What inbetweener could have bought a horse for the price he paid for his riding breeches? Ellen Jensen suggests a theme song for our new color picture "Just Swance Too Often". Who is constantly raving about John Stanley's blue eyes? The air is aquiver with rumors of a studio boat ride. Jim McCabe seems to be the object of quite a number of our young ladies' affections. The opaquers want to know..."If they are good, may they please go to the next picture?" Which back-grounder mothers all the boys in his dept? Edith Vernick thinks she'll get married by chain letter. Sydel Soloren and Bill Van Derveer are Paul Revere-ing. That was a bandage, not a new type penwiper on Jake Ozark's hand the other week. He's been separated from a couple of warts. Jake says the Doctor burned 'em off...from the size of the bandage he must have used a blowtorch.

Janet Fay and Larry Lippman are telephoning. Irving Sirota is getting married in a couple of months. Bill Klor says "I do" today. Best of good wishes, Bill. Willard Bowsky has purchased a rowing machine.....he's fearing an enlarged girth. Lillian Friedman is constantly dreaming of Myron Waldman. Mina Williams wants to know who steals the cookies she leaves in her desk drawer? Teddy Vosk please note.....There are 5 girls in the studio that have not taken dancing lessons. Thumbnail description: Milton Nadel, A Fearless Fred. Bert Platt played the role of reporter for us so we could get this swell picture of Max for our Hi-Lite page.....Thanx Bert, you're is a pal. Sophie Korff apologizes to Ellen Jensen for the alienation of Jake Ozark's affections.

Lisel Howsen is the first girl to appear stockingless in the studio this summer. Ed Cronin, one of our former inbetweeners, was married last month to Miss Helen Delwick. Nick Tafuri is the "tops" in who's eyes? Hal Seeger, our staff artist, went "mellerdrummer" t'other day, in the machine shop, ending his act by getting tangled in the lathe belt..... Leonard Koster did the noble job of rescuing. What studio charmer made a date to go fishing at Cape Cod the day of Nellie Sanborn's wedding? What inker really believes his hair is brown? Our grapevine telegraph reports Millie Figlozzi holding hands with Carl Wessler....Zully Scenics...Milton Fine....Seymour Lebenson....Herman Cohen...et al.

The Abner Kneitel - Florence Kraemer romance has reached the stage where they are taking pictures together on our roof garden. Larry Lippman was the recipient of a slave bracelet.....strong rumors hint that it was engraved "From an Opaquer". Have you seen Dave Tendlar's imitation of Max Baer's strut? That happy smile on Bill Seeschaff's face is because the future Mrs. Bill has just returned from California. Who sports a calling card that reads "Debonaire Artiste?" Marilyn Werner is taking tap dancing lessons. Wonder if they've counted the silver at The Brass Rail yet? Fermin Rocker and Ellen Jensen have let the flame die. Console Seymour Kneitel on his recent bowling score of 74.

See Bob Barbour or Milton Fine if you have any suggestions to make regarding the proposed boat ride. There is a French class forming on the 8th floor, Mlle. Mina Williams as teacher...."Voulez-vous apprendre a-faire?" Dave Fleischer, being a firm believer in free speech, found it a financial disadvantage in the eventful 6th game at the much talked of bowling match. Jake Ozark is keeping in trim, he sez he's had two fights in Paterson within the last week. Have you noticed the sun bath enthusiasts that visit the roof? Another thumbnail description: Janet Fay...A female Harry Langdon. Marion Halse and Jim McCabe have drifted apart. Tom Moore is quite a story-teller, so much so, that while telling a bedtime story he fell asleep.

Careful Izzy Sparber, we know of two "caps" being set for you. Kitty Pfister reports, "The Convenience Club is going to the top. It won't be long now before the Relief Fund will be borrowing from us. We have 41 members and a capital of \$72.00. The 4 new members are: Hal Sherman, Henry Farnham, Rose Schoenberg and Elizabeth Hirsch." Please! Ye borrowers, see Kitty either at 1:55 or 5:55 P.M. No money will be loaned at any time other than stated. Have you noticed the bed spring gadget Hal Seeger wears to keep his shirt down or his pants up? Willard Bowsky has a design for a desk that is swell. Who has been showering Sydel Solomon with orchids? Doris Feury and Tom Moore have miffed.

Credit Abner Kneitel with this chain letter. "Make 5 copies of this magazine and hand them to 5 of your friends, ask for a dime in return. If you can't get the dime, go to your nearest druggist and dial the operator, or see your dentist at least twice a year, or what have you?" Our story dept. while trying to put over a gag on Larry Lippman, concerning octopus sandwiches, were completely fooled when Larry turned gagster and almost took 'em over to the tune of \$3.00 per. Who was recently sent in quest of a "cell stretcher?" Edith Vernick says she has received endless proposals since the compensation started..."What with such a large bank account?".....Jimmy Clabby, Anderson Craig and Gil Goldfarb have bid us adios. We will miss all you boys and wish you good luck in your new venture. We welcome back to the studio Ted Brooks, and extend a hearty welcome to the following newcomers: James Adams, Ben Jacobson, Albert Evans, Harry Zarchy, Henry Farnham, William Heins, Richard McCallister, Harmon Randolph, John Reilly and Selma Ginsburg. May your stay be a long and happy one.

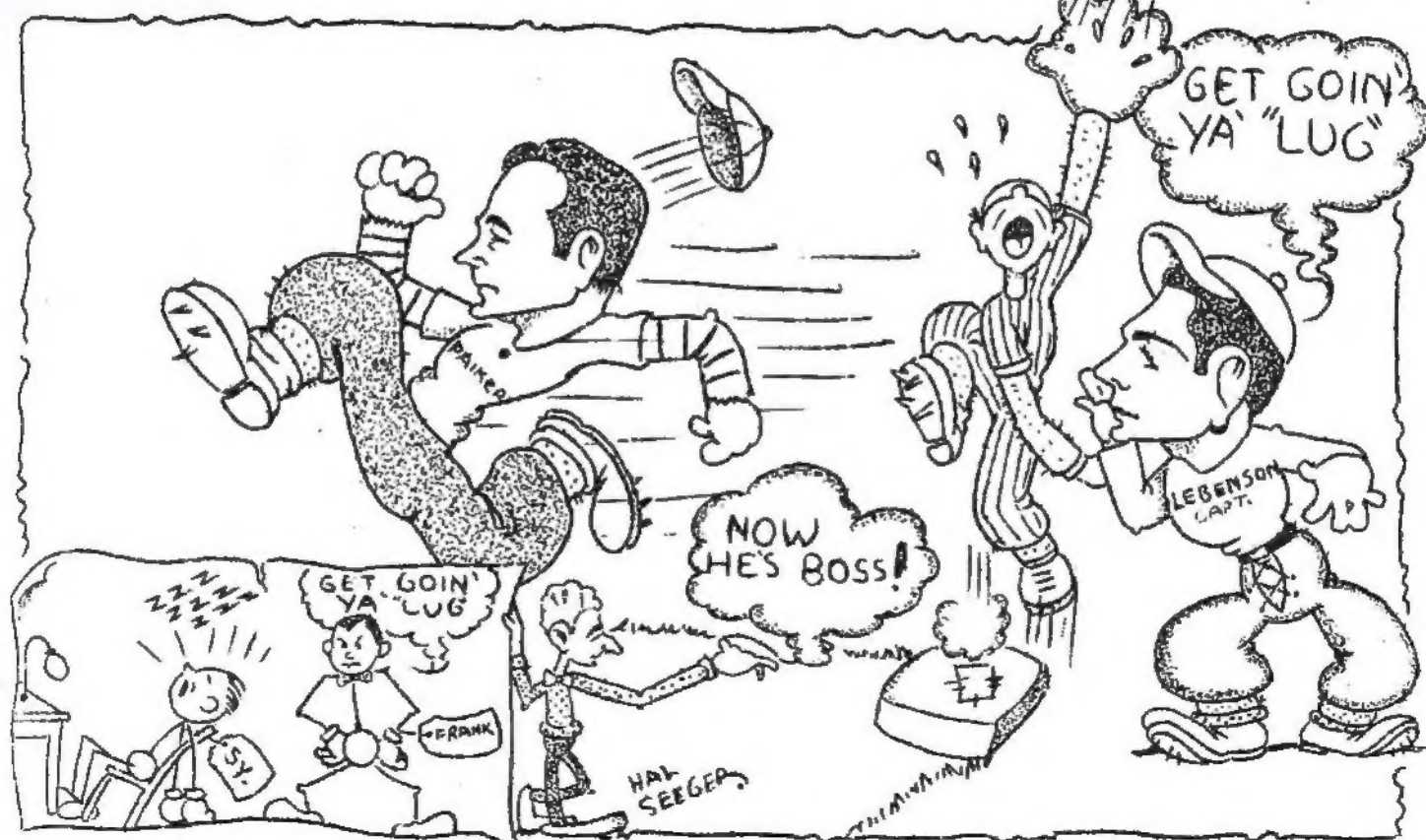
Send Birthday greetings to Bob Barbour on the 14th of this month, and to Alden Getz on the 15th. Mr. and Mrs. Eddie Entrup celebrate their 6th wedding anniversary on June 17th....That Bundle of Joy is scheduled to arrive June 23rd. The Manny Swartz's (she's Debbie Zuckerman) celebrate their 1st wedding anniversary June 23rd. The Sam Buchwald's celebrated their 4th anniversary May 16th. May all you folkses have many, many more happy years together.

Frank Paiker's aim is improving. After months of target practice, he finally succeeded in landing a late card on a desk. What femme fell overboard from Al Windley's boat, fully dressed? Max Fleischer raffled his Purchase Certificate that he won for his high score in bowling. The proceeds, \$13.50, were given to the Relief Fund. The winners of the two recent raffles were Edith Vernick, Connie Renza, Millie Figlozzi, Lod Rossner, Nellie Greone and Bill Kiernan.

DID YOU KNOW THAT?...Tex Hastings worked in one of the Automats about 15 years ago making cheese pies? Mina Williams has done dress and hat designing for Patou and Francine of Paris? That while playing with the idea of becoming a cartoonist, and learning how to draw, Nick Tafuri won a \$100 prize for a drawing submitted as a comic ad? A few years back Debbie Zuckerman was star performer on WGBS (Gimble Bros.) Kiddie Hour? That during a flood at Claryville N.Y. Tom Johnson was marooned on the side of a mountain for 2 days? That Bill Van Derveer once escorted Clara Bow to the movies? That Joe Fleischer has been collecting antiques since he was 10 years old? That at the tender age of two years, Rose Schoenberg, while being taken to Europe by her mother, almost fell overboard? That Leah Berlinger won a scholarship to the Art Students League? That Bill Bird, Phil Lepinsky and Tom Johnson attended the same school together?

BAZEBALL

NOOZ



WE LOST 12-4 SO WOT!

ANIMATED NEWS FUND REPORT

Balance in May Issue		\$81.05
<u>Receipts</u>		
Sale of May Issue	\$15.00	
Fleischer Studios for May	15.00	
Share From Raffles	11.50	
Donation Max Fleischer	13.50	
* Repaid on Loan	15.00	
		<u>70.00</u>
		\$151.05
<u>DEDUCTIONS</u>		
Contribution to a worthy case		<u>75.00</u>
		\$76.05
	Balance	<u><u></u></u>

* Balance due on loan \$25.00